

Showing Buylines: All Rep & Sta Revised Lines

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND
217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATORY
CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING
ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY

REVISED ORDER. NOTE-MKGD ON LINE 53 IS NOT OK, IT'S PAST 11P 8/3 CUT OFF. PLS ADVISE

L7	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	* 5	F	6A-630A	GOOD MORNING CINCY	: 30	\$650.00	08/03-08/03	2	1	2	\$1,300.00	-----
				Sales Remark: V5 1X ADD								
				V5 Comment Changed, Spots/week Changed								
	* 6	M	6A-630A	GOOD MORNING CINCY	: 30	\$650.00	08/06-08/06	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week Changed								
	* 12	M	7A-730A	THE EARLY SHOW	: 30	\$350.00	08/06-08/06	0	0	0	\$0.00	
				Sales Remark: V5 1X-CX								
				V5 Comment Changed, Spots/week Changed								
	* 18	M	8A-830A	THE EARLY SHOW	: 30	\$350.00	08/06-08/06	0	0	0	\$0.00	
				Sales Remark: V5 1X-CX								
				V5 Comment Changed, Spots/week Changed								
	* 24	M	3P-4P	LET'S MAKE A DEAL	: 30	\$350.00	08/06-08/06	0	0	0	\$0.00	
				Sales Remark: V5 1X-CX								
				V5 Comment Changed, Spots/week Changed								

Station WKRC-TV CINCINNATI, OH **Agency** () CROSSROADS MEDIA LLC **Rep Firm** () WASHINGTON
Advertiser () POLITICAL ISSUE GROU **Agency C/P1/P2/E** 66 CANAL CENTER PLAZA, SUITE 555 **Sales Office** () ALEXANDRA BRADLEY
Product Crossroads GPS **Agency** ALEXANDRIA, VA 22314 **Salesperson** ()
Estimate# 732 **Flight Dates** 07/30/2012 - 08/06/2012 **Salesperson Phone#** 202-955-5342
Buyer Stephanie Maroney **Hiatus Weeks** **Salesperson FAX#** 202-955-5348
Phone# **Agency** **Fax#**

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*29	F	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	08/03-08/03	2	1	2	\$2,000.00	
				Sales Remark: V5-1X-ADD								
				V5 Comment Changed, Spots/week changed								
	*30	M	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	08/06-08/06	0	0	0	\$0.00	
				Sales Remark: V5-1X-CX								
				V5 Comment Changed, Spots/week changed								
	*36	M	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	08/06-08/06	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week changed								
	*42	M	7P-730P	INSIDE EDITICN	:30	\$850.00	08/06-08/06	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week changed								
	*47	F	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	08/03-08/03	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week changed								
	*48	M	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	08/06-08/06	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week changed								
	*53	F	1135P-	DAVID LETTERMAN	:30	\$450.00	08/03-08/03	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week changed								
	*54	M	1135P-	DAVID LETTERMAN	:30	\$450.00	08/06-08/06	0	0	0	\$0.00	
				Sales Remark: V5 1X CX								
				V5 Comment Changed, Spots/week changed								

Rep Order# 9765961 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 41216

Printed: 08/02/2012 12:36 PM
Last Received: 08/02/2012 12:15 PM
Showing Buylines: All Rep & Sta Revised Lines

4 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product Crossroads GPS
Estimate# 732
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/732
Flight Dates 07/30/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*55	TU-F	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	07/31-08/03	1	1	1	\$1,000.00	
		Sales Remark: V5 DTE CHG 7										
		V5 More than 2 codes changed										
	*56	F	6A-7A	NEWS	:30	\$700.00	08/03-08/03	1	1	1	\$700.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*57	F	9A-10A	DRS	:30	\$350.00	08/03-08/03	1	1	1	\$350.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*58	F	11A-12P	PRICE	:30	\$1,200.00	08/03-08/03	1	1	1	\$1,200.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*59	F	4P-5P	NEWS	:30	\$850.00	08/03-08/03	1	1	1	\$850.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*60	F	530P-6P	NEWS	:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*61	F	12P-1230P	NEWS	:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00	
		Sales Remark: V5 MKGD										
		V5 Added										
	*62	F	5A-530A	NEWS	:30	\$450.00	08/03-08/03	1	1	1	\$450.00	
		Sales Remark: V5 MKGD										
		V5 Added										

---REPORT TOTALS---

Rep Order# 9765961 Ver# 5 Status Revised
EC'd Yes

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5 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product Crossroads GPS
Estimate# 732
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/732
Flight Dates 07/30/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Report Totals: 12 / \$10,650.00

---SALES MONTHLY TOTALS---

Aug 12: 53 / \$40,150.00
Sales Totals: 53 / \$40,150.00
Station Totals: 53 / \$40,150.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$211,316	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	18%
		WKRC	19%	WLWT	54%	WSTR	0%	WXIX	9%		

Books null
Demos RA35+

Traffic Order# 41216

07/30/2012 4:23 PM

Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

pls see lines 12 & 18 combo mg
pls see lines 6, 30, 36

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	M	6A-630A	GOOD MORNING CINC	:30	\$650.00	08/06-08/06	1	1	1	\$650.00	
				Station Remark: V4 1x na 8/6 mg stp on 8/3 ncir								
	*12	M	7A-730A	THE EARLY SHOW	:30	\$350.00	08/06-08/06	1	1	1	\$350.00	
				Station Remark: V4 1x na 8/6 combo w/line 18 mg fri 6-7a news 8/3 1x @ 700.00								
	*18	M	8A-830A	THE EARLY SHOW	:30	\$350.00	08/06-08/06	1	1	1	\$350.00	
				Station Remark: V4 1x na 8/6 combo w/line 12 mg fri 6-7a news 8/3 1x @ 700.00								
	*24	M	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	08/06-08/06	1	1	1	\$350.00	
				Station Remark: V4 1x na 8/6 mg fri 8/3 9-10a ncir								
	*30	M	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	08/06-08/06	1	1	1	\$1,000.00	
				Station Remark: V4 1x na 8/6 mg stp 8/3								
	*36	M	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	08/06-08/06	1	1	1	\$1,200.00	
				Station Remark: V4 1x na 8/6 mg 8/3 fri 11a-12p ncir								
	*42	M	7P-730P	INSIDE EDITION	:30	\$850.00	08/06-08/06	1	1	1	\$850.00	
				Station Remark: V4 1x na 8/6 mg fri 4-5p news 8/3 ncir								

Traffic Order# 41216

08/02/2012 11:53 AM
07/30/2012 4:23 PM

2 of 2

Station WKRC-TV CINCINNATI, OH Advertiser () POLITICAL ISSUE GROU

Product	Crossroads GPS	Estimate#	732
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15
16	16	16	16
17	17	17	17
18	18	18	18
19	19	19	19
20	20	20	20
21	21	21	21
22	22	22	22
23	23	23	23
24	24	24	24
25	25	25	25
26	26	26	26
27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31
32	32	32	32
33	33	33	33
34	34	34	34
35	35	35	35
36	36	36	36
37	37	37	37
38	38	38	38
39	39	39	39
40	40	40	40
41	41	41	41
42	42	42	42
43	43	43	43
44	44	44	44
45	45	45	45
46	46	46	46
47	47	47	47
48	48	48	48
49	49	49	49
50	50	50	50
51	51	51	51
52	52	52	52
53	53	53	53
54	54	54	54
55	55	55	55
56	56	56	56
57	57	57	57
58	58	58	58
59	59	59	59
60	60	60	60
61	61	61	61
62	62	62	62
63	63	63	63
64	64	64	64
65	65	65	65
66	66	66	66
67	67	67	67
68	68	68	68
69	69	69	69
70	70	70	70
71	71	71	71
72	72	72	72
73	73	73	73
74	74	74	74
75	75	75	75
76	76	76	76
77	77	77	77
78	78	78	78
79	79	79	79
80	80	80	80
81	81	81	81
82	82	82	82
83	83	83	83
84	84	84	84
85	85	85	85
86	86	86	86
87	87	87	87
88	88	88	88
89	89	89	89
90	90	90	90
91	91	91	91
92	92	92	92
93	93	93	93
94	94	94	94
95	95	95	95
96	96	96	96
97	97	97	97
98	98	98	98
99	99	99	99
100	100	100	100

Agency C/H/H/E
12/11/12
Flight Dates
07/24/2012 - 08/06/2012

Salesperson Phone# 202-955-5342

LT	Ln	Day	Time	Program	Len	Rate	Spots/Week	# of Spots Total	Dates	Total Cost	Daypart
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*47	F	11P-1135P 12 NEWS AT 11P	:30	\$1,400.00	08/03-08/03	1	1	1	\$1,400.00
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*48	M	11P-1135P 12 NEWS AT 11P	:30	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00
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1235A	1135P-	DAVID LEITERMAN	:30	\$450.00	08/03-08/03	1	1	\$450.00
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1235A	1135F-	DAVID LELIKMAN	:30	\$450.00	08/08-08/06	1	1	\$450.00
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Report Totals: 11 / \$8,450.00

---SALES MONTHLY TOTALS---

Aug 12: 55 / \$40,600.00

Sales Totals: 55 / \$40,600.00

Station Totals: 55 / \$40,600.00

---COMPETITIVE---

Market Totals

CABL	0%	EKRC	0%	UNKN	0%	WB0C	0%	WCPC	18%
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Books null

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Thursday, August 02, 2012 11:34 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 41216

Station: WKRC-TV

Order Information:

Order #: 41216
Order Total: \$40,600.00
Agency: Crossroads Media
Advertiser: Crossroads Grass Root Political
Product: Crossroads GPS
Alternate Order #: 09765961
Estimate #: 732
Flight Dates: 07/30/12 - 08/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (41216-47-1):

Rate: \$1,400.00
Air Date: Fri 08/03/12
Eligible Days: -----F-----
Inventory Code: 11p M-F Local 12 News 11
Inventory Description: 11p M-F Local 12 News 11
Inventory Code Time: 11:00 PM-11:35 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: Client Request

1x Fri 5:30-6p
or 8/3 M-F

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Thursday, August 02, 2012 11:35 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 41216

Station: WKRC-TV

Order Information:

Order #: 41216
Order Total: \$40,600.00
Agency: Crossroads Media
Advertiser: Crossroads Grass Root Political
Product: Crossroads GPS
Alternate Order #: 09765961
Estimate #: 732
Flight Dates: 07/30/12 - 08/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (41216-53-1):

Rate: \$450.00
Air Date: Fri 08/03/12
Eligible Days: -----F-----
Inventory Code: Letterman
Inventory Description: Letterman
Inventory Code Time: 11:35 PM-12:35 XM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Client Request

1x Sat 6-10A
on 8/4 move

Jim, Jim

From: dmcullah@wkrc.com
Sent: Thursday, August 02, 2012 11:35 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 41216

This email notification contains (9) different actions.

Station: WKRC-TV

Order Information:

Order #: 41216
Order Total: \$40,600.00
Agency: Crossroads Media
Advertiser: Crossroads Grass Root Political
Product: Crossroads GPS
Alternate Order #: 09765961
Estimate #: 732
Flight Dates: 07/30/12 - 08/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (41216-6-1):

Rate: \$650.00
Air Date: Mon 08/06/12
Eligible Days: M-----
Inventory Code: 6a Good Morn Cincinnati
Inventory Description: 6a Good Morn Cincinnati
Inventory Code Time: 6:00 AM-6:30 AM
Spot Type: NM
Restricted: Earliest start: 6:00:00 AM, Latest end: 6:30:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Client Request
Event 2 (Spot - Preempt)

STP on 8/3 News

Preempted Spot Information (41216-36-1):

Rate: \$1,200.00
Air Date: Mon 08/06/12
Eligible Days: M-----
Inventory Code: 6p Local 12 News at Six
Inventory Description: 6p Local 12 News at Six
Inventory Code Time: 6:00 PM-6:30 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Client Request
Event 3 (Spot - Preempt)

*1x Fri 11A-12N
on 8/3 News*

Preempted Spot Information (41216-54-1):

Rate: \$450.00
Air Date: Mon 08/06/12
Eligible Days: M-----
Inventory Code: Letterman
Inventory Description: Letterman
Inventory Code Time: 11:35 PM-12:35 AM
Spot Type: NM
Length: :30

*1x Fri 11:35-12:35 AM
on 8/3 News*

al(s): [1] WKRC
ity: Preemptible w/ Notice
Preempt Reason: Client Request

Event 4 (Spot - Preempt)

Preempted Spot Information (41216-30-1):

Rate: \$1,000.00
Air Date: Mon 08/06/12
Eligible Days: M-----
Inventory Code: 5p Local 12 News at Five
Inventory Description: 5p Local 12 News at Five
Inventory Code Time: 5:00 PM-5:30 PM
Spot Type: NM
Restricted: Earliest start: 5:00:00 PM, Latest end: 5:30:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Client Request

STP on 8/3 News

Event 5 (Spot - Preempt)

Preempted Spot Information (41216-42-1):

Rate: \$850.00
Air Date: Mon 08/06/12
Eligible Days: M-----
Inventory Code: M-F 7p-730p
Inventory Description: M-F 7p-730p
Inventory Code Time: 7:00 PM-7:30 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Client Request

Fri
1x 14-SP on 8/3 News

Event 6 (Spot - Preempt)

Preempted Spot Information (41216-12-1):

Rate: \$350.00
Air Date: Mon 08/06/12
Eligible Days: M-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-7:30 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 7:30:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Client Request

1x Fri 6-7A
on 8/3 @ 700

Event 7 (Spot - Preempt)

Preempted Spot Information (41216-18-1):

Rate: \$350.00
Air Date: Mon 08/06/12
Eligible Days: M-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 8:00 AM-8:30 AM
Spot Type: NM
Restricted: Earliest start: 8:00:00 AM, Latest end: 8:30:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Client Request

(Spot - Preempt)

Preempted Spot Information (41216-24-1):

Rate: \$350.00

Air Date: Mon 08/06/12

Eligible Days: M-----

Inventory Code: Let's Make a Deal

Inventory Description: Let's Make a Deal

Inventory Code Time: 3:00 PM-4:00 PM

Spot Type: NM

Length: :30

Channel(s) : [1] WKRC

Priority: Preemptible w/ Notice

Preempt Reason: Client Request

Event 9 (Spot - Preempt)

Preempted Spot Information (41216-48-1):

Rate: \$1,400.00

Air Date: Mon 08/06/12

Eligible Days: M-----

Inventory Code: 11p M-F Local 12 News 11

Inventory Description: 11p M-F Local 12 News 11

Inventory Code Time: 11:00 PM-11:35 PM

Spot Type: NM

Length: :30

Channel(s) : [1] WKRC

Priority: Preemptible w/o Notice

Preempt Reason: Client Request

1x Fri 9-10A ~ 11/6 WKRC

1x Fri 12-12:30P ~ 11/6 WKRC

Spot Manager: Placed, 07/30/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product Desc	Estimate #	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 1											
07/30/12	Monday	6:24:31 AM	:30	\$650.00	P-2	USPRTV1:6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	1	MWASI	
Line: 2											
07/31/12	Tuesday	6:13:14 AM	:30	\$650.00	P-2	USPRTV1:6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	1	MWASI	
Line: 3											
08/01/12	Wednesday	6:28:20 AM	:30	\$650.00	P-2	USPRTV1:6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	1	MWASI	
Line: 4											
08/02/12	Thursday	6:04:11 AM	:30	\$650.00	P-2	USPRTV1:6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	1	MWASI	
Line: 5											
08/03/12	Friday	6:05:26 AM	:30	\$650.00	P-2	6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	1	MWASI	
08/03/12	Friday	6:19:58 AM	:30	\$650.00	P-2	6a Good Morn Cincinnati	(6:00:00 AM-6:30 Crossroads GPS	732	2	MWASI	
Line: 7											
07/30/12	Monday	7:58:54 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(7:00:00 AM-7:30 Crossroads GPS	732	1	MWASI	
Line: 8											
07/31/12	Tuesday	7:29:25 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(7:00:00 AM-7:30 Crossroads GPS	732	1	MWASI	
Line: 9											
08/01/12	Wednesday	7:28:55 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(7:00:00 AM-7:30 Crossroads GPS	732	1	MWASI	
Line: 10											
08/02/12	Thursday	7:29:26 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(7:00:00 AM-7:30 Crossroads GPS	732	1	MWASI	
Line: 11											
08/03/12	Friday	7:28:56 AM	:30	\$350.00	P-2	CBS This Morning	(7:00:00 AM-7:30 Crossroads GPS	732	1	MWASI	
Line: 13											
07/30/12	Monday	8:45:21 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI	
Line: 14											
07/31/12	Tuesday	8:20:35 AM	:30	\$350.00	P-2	USPRTV1: CBS This Morning	(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI	
Line: 15											

[Filtered by:] [Sorted by: Station]

Spot Manager: Placed, 07/30/12-08/06/12 (08/02/12 3:40:54 PM)

Spot Manager: Placed, 07/30/12-08/06/12

Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media
Station: WKRC-TV

Order: 41216

Line: 15

08/01/12	Wednesday	8:23:21 AM	:30	\$350.00	P-2	USPRTV1:CBS This Morning	(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI
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Line: 16

08/02/12	Thursday	8:19:15 AM	:30	\$350.00	P-2	USPRTV1:CBS This Morning	(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI
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Line: 17

08/03/12	Friday	8:23:15 AM	:30	\$350.00	P-2	CBS This Morning	(8:00:00 AM-8:30 Crossroads GPS	732	1	MWASI
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Line: 19

07/30/12	Monday	3:59:10 PM	:30	\$350.00	P-2	USPRTV1:Let's Make a Deal	3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
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Line: 20

07/31/12	Tuesday	3:58:44 PM	:30	\$350.00	P-2	USPRTV1:Let's Make a Deal	3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
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Line: 21

08/01/12	Wednesday	3:59:23 PM	:30	\$350.00	P-2	USPRTV1:Let's Make a Deal	3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
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Line: 22

08/02/12	Thursday	3:58:32 PM	:30	\$350.00	P-2	USPRTV1:Let's Make a Deal	3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
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Line: 23

08/03/12	Friday	3:28:36 PM	:30	\$350.00	P-2	Let's Make a Deal	3:00 PM-4:00 PM Crossroads GPS	732	1	MWASI
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Line: 25

07/30/12	Monday	6:23:35 PM	:30	\$1,000.00	P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
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Line: 26

07/31/12	Tuesday	5:12:52 PM	:30	\$1,000.00	P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
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Line: 27

08/01/12	Wednesday	5:27:01 PM	:30	\$1,000.00	P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
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Line: 28

08/02/12	Thursday	5:11:20 PM	:30	\$1,000.00	P-2	USPRTV1:5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
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Line: 29

08/03/12	Friday	5:19:32 PM	:30	\$1,000.00	P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	1	MWASI
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[Filtered by:] [Sorted by: Station]

Spot Manager: Placed, 07/30/12-08/06/12 (08/02/12 3:40:54 PM)

Spot Manager: Placed, 07/30/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media
Station: WKRC-TV

Order: 41216

Line: 29	08/03/12	Friday	4:51:51 PM	:30	\$1,000.00 P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732	2	MWASI
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Line: 31	07/30/12	Monday	6:28:10 PM	:30	\$1,200.00 P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM Crossroads GPS	732	1	MWASI
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Line: 32	07/31/12	Tuesday	6:27:55 PM	:30	\$1,200.00 P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM Crossroads GPS	732	1	MWASI
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Line: 33	08/01/12	Wednesday	6:07:40 PM	:30	\$1,200.00 P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM Crossroads GPS	732	1	MWASI
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Line: 34	08/02/12	Thursday	6:28:16 PM	:30	\$1,200.00 P-2	USPRTV1:6p Local 12 News at Six	6:00 PM-6:30 PM Crossroads GPS	732	1	MWASI
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Line: 35	08/03/12	Friday	6:04:34 PM	:30	\$1,200.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM Crossroads GPS	732	1	MWASI
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Line: 37	07/30/12	Monday	7:13:18 PM	:30	\$850.00 P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM Crossroads GPS	732	1	MWASI
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Line: 38	07/31/12	Tuesday	7:19:33 PM	:30	\$850.00 P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM Crossroads GPS	732	1	MWASI
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Line: 39	08/01/12	Wednesday	7:26:00 PM	:30	\$850.00 P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM Crossroads GPS	732	1	MWASI
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Line: 40	08/02/12	Thursday	7:04:56 PM	:30	\$850.00 P-2	USPRTV1:M-F 7p-730p	7:00 PM-7:30 PM Crossroads GPS	732	1	MWASI
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Line: 41	08/03/12	Friday	7:28:19 PM	:30	\$850.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM Crossroads GPS	732	1	MWASI
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Line: 43	07/30/12	Monday	11:28:09 PM	:30	\$1,400.00 P-3	USPRTV1:11p M-F Local 12 News	11:00 PM-11:35 F Crossroads GPS	732	1	MWASI
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Line: 44	07/31/12	Tuesday	11:30:40 PM	:30	\$1,400.00 P-3	USPRTV1:11p M-Su Local 12 News	11:00 PM-11:35 F Crossroads GPS	732	1	MWASI
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Spot Manager: Placed, 07/30/12-08/06/12 (08/02/12 3:40:54 PM)

Spot Manager: Placed, 07/30/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product Desc	Estimate #	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 44

				\$1,400.00						1	
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Line: 45

08/01/12	Wednesday	11:12:35 PM	:30	\$1,400.00 P-3	USPRTV1:11p M-F Local 12 News 11	11:00 PM-11:35 FCrossroads GPS	732			1	MWASI
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Line: 46

08/02/12	Thursday	11:12:18 PM	:30	\$1,400.00 P-3	USPRTV1:11p M-F Local 12 News 11	11:00 PM-11:35 FCrossroads GPS	732			1	MWASI
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Line: 49

07/30/12	Monday	11:58:50 PM	:30	\$450.00 P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732			1	MWASI
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Line: 50

07/31/12	Tuesday	12:32:42 XM	:30	\$450.00 P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732			1	MWASI
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Line: 51

08/01/12	Wednesday	12:30:11 XM	:30	\$450.00 P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732			1	MWASI
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Line: 52

08/02/12	Thursday	11:59:00 PM	:30	\$450.00 P-2	USPRTV1:Letterman	11:35 PM-12:35 XCrossroads GPS	732			1	MWASI
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Line: 55

08/03/12	Friday	5:03:48 PM	:30	\$1,000.00 P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 Crossroads GPS	732			1	MWASI
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Line: 56

08/03/12	Friday	6:13:12 AM	:30	\$700.00 P-2	6a Good Morn Cincinnati	6a-7a	Crossroads GPS	732		1	MWASI
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Line: 57

08/03/12	Friday	9:16:40 AM	:30	\$350.00 P-2	M-F 9a-10a	9a-10a	Crossroads GPS	732		1	MWASI
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Line: 58

08/03/12	Friday	10:58:56 AM	:30	\$1,200.00 P-1	The Price is Right	11a-12p	Crossroads GPS	732		1	MWASI
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Line: 59

08/03/12	Friday	4:28:56 PM	:30	\$850.00 P-2	4p Local 12 News at Four	4p-5p	Crossroads GPS	732		1	MWASI
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Line: 60

08/03/12	Friday	5:50:38 PM	:30	\$1,400.00 P-2	5p Local 12 News at Five	(5:30:00 PM-6:00 Crossroads GPS	732			1	MWASI
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Spot Manager: Placed, 07/30/12-08/06/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product	De	Estimate #	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Crossroads Media

Station: WKRC-TV

Order: 41216

Line: 61													
08/03/12	Friday	12:14:58 PM	:30	\$1,400.00	P-1		Local 12 News at Noon	12p-1230p	Crossroads GPS	732		1	MWASI
				\$1,400.00									
Line: 62													
08/03/12	Friday	5:35:50 AM	:30	\$450.00	P-2		5a Good Morn Cincinnati	(5:30:00 AM-6:00	Crossroads GPS	732		1	MWASI
				\$450.00									
				\$40,150.00								53	
				\$40,150.00								53	
				\$40,150.00								53	
				\$40,150.00								53	
				\$40,150.00								53	
				\$40,150.00								53	

[Filtered by:] [Sorted by: Station]